



Developing Tourism-based Sustainable Marketing Strategies Framework for Guava Business of Barishal, Bangladesh

Md. Musa Howlader¹, Syed Nazmul Alam², Md. Moniruzzaman³

¹Lecturer, Hemayet Uddin Degree College, Jhalokati, Bangladesh

²Lecturer, Banaripara Degree College, Barishal, Bangladesh

³Associate Professor, Govt. Titumir College, Dhaka, Bangladesh

Corresponding Author: Md. Musa Howlader

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Abstract

This study examines the marketing strategies and sustainability practices of the guava industry in Barishal, Bangladesh, utilizing a conceptual framework that combines the 4Ps marketing theory and Kaizen principles. The analysis dissects the marketing mix components of Product, Price, Place, and Promotion and reveals their practical application in augmenting guava quality, pricing strategies, distribution channel selection, and promotion tactics. In addition, Kaizen principles are used to emphasize the importance of continuous monitoring and quality control in sustainable guava cultivation. This study's theoretical and practical contributions extend the applicability of marketing theories to agricultural contexts and provide industry stakeholders with actionable insights. However, the study acknowledges its limitations, such as its emphasis on qualitative analysis and the need for quantitative validation, and suggests avenues for future research into comparative regional studies, economic and environmental impacts, and holistic sustainability dimensions within the guava industry.

Keyword: Sustainable Market Strategy, Kaizen Theory, Theory of 4P's, Organic Farming, Guava Market, Tourism.

I. Introduction

The South Asian nations, including India, Pakistan, Bangladesh, Nepal, Sri Lanka, Bhutan, and the Maldives, have been acknowledged as regions with significant fruit production, boasting a diverse range of about 50 fruit species [1]. Moreover, Bangladesh has a diverse range of around 60 fruit species, showcasing regional variations in its growing practices. The fruit festival in Bangladesh takes place throughout the

months of May, June, and July, since these months coincide with the abundant availability of various fruits in the region. In Bangladesh, the predominant fruits under cultivation are mango, jackfruit, pineapple, banana, lichi, guava, papaya, watermelon, and hog plum [2].

In the fiscal year 2018-19, the agricultural sector in Bangladesh made a significant contribution of 13.60% to the country's Gross Domestic Product (GDP). Within this sector, the crop and agriculture sub-sector accounted for more than half of the overall contribution, namely 7.05%. In Bangladesh, guava and hog plum are prominent horticulture crops [3]. The use of chemicals in the ripening process of fruit cultivation in Bangladesh sometimes raises concerns about its quality and safety. Consequently, customers regard these food products as being of inferior quality and exhibit a reluctance to pay a higher price [4].

The significance of this research lies in the fact that fruits serve as a significant provider of both micronutrients, such as minerals and vitamin C, and macronutrients, such as fiber. Micronutrients play a crucial role in maintaining optimal health [5]. The swine plum is regarded as a very beneficial fruit due to its rich content of protein, zinc, chitin, fiber, vitamin C, and several minerals. Fruit is widely recognized as a significant component of the human diet, with individuals frequently including fruit consumption into their dietary habits to promote and sustain optimal health [6]. In the context of Bangladesh, the majority of fruit is often marketed in its unprocessed, intact state, devoid of any type of preparation. Consumers exhibit a reluctance to allocate more financial resources towards the purchase of fruit due to the supplementary time investment required for its



preparation prior to consumption. Due to the prevalent busyness of individuals, there is a tendency to actively evade the additional time commitment associated with the consumption of raw foods [7]. Furthermore, it is evident that some fruits, such as apples, oranges, and lychees, are not often consumed on a regular basis by the majority of people due to their relatively high prices and other associated factors. The findings of this survey indicate that a significant proportion of customers allocate a monthly budget of less than 2,000 BDT for fruit expenditures. The research revealed that a significant proportion of participants were individuals with low socioeconomic status residing in the designated region [8].

The strategically positioned floating guava markets in Bangladesh are located in different areas within the Jhalokati and Pirojpur districts. The floating markets in Bangladesh that are well known and have a significant presence are Bhimruli and Kuriana in the Jhalokati district, along with Swarupkathi in the Pirojpur district. The markets in Bangladesh, which have great cultural and economic importance, traditionally begin their operations in the first week of July and continue until September [9]. Trading operations within these marketplaces often start in the early morning hours and conclude around midday. It is worth mentioning that the most significant guava market in Asia is situated in Kuriana, strategically positioned at the convergence point of three canals coming from different directions. The practice of cultivating guava along these slender rivers reaches its apex with the collection of mature guavas, which are afterwards gathered from the orchards using dingis, tiny watercraft often seen in rural areas [10].

In a comparative analysis, it can be seen that these floating marketplaces exhibit similarities to the renowned floating markets of Thailand. Kuriana is renowned for its enchanting floating market, which is well regarded for its commerce in guavas, Amra (hog plum), bananas, and a diverse selection of indigenous fruits and vegetables, greatly appealing to visitors [6]. Every year, a significant number of people, both local and international, visit these markets. The peak season has a surge of visitors, mostly occurring from July to September. Kuriana has a significant historical background spanning over two centuries, which enhances its appeal by providing a distinct and visually appealing environment that attracts travelers in search of a remarkable and unforgettable encounter [10].

In recent years, the region of Kuriana, located inside the Swarupkathi village, has gained significant recognition as a notable tourist destination. The recent surge in popularity may be attributed to the increasing recognition of its appealing qualities among tourists. According to the Department of Agricultural Extension (DAE), guava production covers a substantial area of 24,588 hectares in the Barishal division. The resulting fruit harvest surpasses 25,000 tons, with an estimated value of Tk 25 crore. According to the authorities from the Department of Agricultural Extension (DAE), Nesarabad Upazila assumes a crucial position in the cultivation of guava in the three southern districts. It contributes considerably to guava production with a total area of 835 hectares devoted to guava cultivation. As a consequence, the current year has seen a production of 7,656 tons of guava in this region. In addition, it should be noted that Jhalakathi Sadar Upazila and Banaripara have reported guava cultivation areas of 591 hectares and 210 hectares, respectively [7].

The transportation of guava product to markets is efficiently carried out by conscientious farmers, who mostly engage in wholesale transactions for distribution purposes. The markets exhibit everyday operations; nevertheless, the most opportune period for attendance coincides with the guava season. Furthermore, the Boat Market situated in Atghar, Kuriana, is another noteworthy point of interest. It is important to note that this market operates just on Mondays and Wednesdays [3].

Located in the farthest northern region of the market, a humble bridge spans over the canal, functioning as an observation platform that offers a remarkable panoramic vista of the whole marketplace. The market has captivating aesthetics and is surrounded by an environment that bears a remarkable resemblance to the picturesque rivers of Thailand or the romantic canals of Venice. This unique setting is located in the heartland of Bengal. Additionally, the precipitation serves to further enhance the magnificence of this pristine environment. Upon arrival at Kuriana, individuals are met with a captivating sight of linked bodies of water, boats carrying an abundance of guavas, and the verdant flora that embellishes the canal's banks. This combined imagery elicits a profound feeling of entering a paradisiacal realm [7].

The guava business in Barishal, Bangladesh, has garnered considerable interest from both domestic customers and visitors, mostly because to the presence of floating marketplaces. Nevertheless, there is a lack of extensive scholarly



study that examines the marketing techniques, market dynamics, and sustainability factors pertaining to this distinctive agricultural industry. Hence, it is vital to conduct an inquiry and get insights into the marketing tactics and obstacles faced by the guava industry in Barishal, as well as its alignment with effective marketing frameworks seen in developed nations. Furthermore, it is important to investigate the prospects for sustainable expansion and the many possibilities associated with tourism in this particular industry.

The primary objective of this study is to conduct a complete examination of the guava industry in Barishal, Bangladesh. Specifically, the research will concentrate on analyzing the marketing methods used by the sector, evaluating its sustainability practices, and assessing the influence of tourism on the business. The aims of this study involve the examination of marketing strategies utilized in the guava industry within the region, juxtaposing them with effective models observed in the agricultural and fruit tourism sectors of developed nations. Additionally, the investigation seeks to evaluate the impact of tourism on guava production during the peak season and assess the sustainability practices employed in guava cultivation. The primary objective is to provide practical suggestions for improving marketing techniques, fostering sustainability, and capitalizing on tourism-related prospects in the guava industry of Barishal. This will ensure the sector's enduring competitiveness in the international market.

II. Previous studies on Organic Product Marketing

There is evidence to suggest that marketers have a strong interest in promoting organic goods as a means of raising knowledge about environmental concerns, naturopathy, and the concept of a sustainable, eco-friendly world. The rising awareness among customers about their health and the preservation of the environment has led to an increased appeal of environmentally friendly goods. The target demographic for organic food comprises those who place value on the possible health advantages, sensory experience, environmental preservation, and the desire to enhance their overall quality of life. Furthermore, customers exhibit a willingness to incur additional costs in order to have the opportunity to purchase environmentally friendly products. Over the last forty years, there has been a notable rise in

environmental awareness, with the environment transitioning from a marginalized concern to a widely recognized and prioritized one [11].

Several research have provided explanations for the diverse aspects that have influenced consumers' attraction to the environment. The availability of plant-available nutrients is considered to be one of the primary variables that limits the yield in organic crop production, if not the most significant [12]. During the May 2007 meeting of the Committee on Trade and Environment, an extensive dialogue took place regarding organic agriculture. This discussion involved the participation of several developing nations, including India, Uganda, Kenya, China, and Egypt. These countries shared their respective national and regional experiences, thereby shedding light on the notable increase in consumer demand for organic products. The heightened demand has the potential to provide fresh market prospects for farmers, especially those who operate small-scale enterprises in emerging nations [13].

Moreover, it has been succinctly concluded that organic agriculture has had a beneficial impact on the social domain and the preservation of natural resources. This has been described as a condition that benefits commerce, the environment, and development, thereby creating a triple-win scenario. In this context, it is possible to illustrate the significant contributions made by the United Nations Environment Programme, the United Nations Conference on Trade and Development, and the Capacity Building Task Force. Germany is not lagging far behind in its attitude towards organic food. Moreover, it is evident that Nigerian consumers possess knowledge about the superior attributes of organic food, including its health benefits, enhanced taste, absence of adverse effects, and overall higher quality in comparison to inorganic food [14].

The marketing channel has a significant impact in determining the price of a product, which in turn affects the profitability of a farm. The high expenses associated with certification and the limited availability of marketing resources for organic crops have emerged as significant challenges for farmers [15]. Consequently, it is imperative that government agencies, extension services, and research institutions address these issues promptly and make concerted efforts to facilitate the widespread adoption of organic farming among farmers. The marketing component of organic farming is a significant barrier, necessitating farmers to not alone prioritize exports



but also to enhance local and domestic markets by building cooperative and farmers associations [16].

The formulation of a marketing strategy requires the careful consideration of a well-defined plan and effective tactics in order to achieve desired outcomes. It is important to assess the strengths and weaknesses of the organization in this process. Subsequently, the discussion pertains to the potential chances that may be attained and the potential hurdles that may be encountered by the organization [17]. One of the identified shortcomings within the agricultural systems of developing nations, such as Indonesia and Bangladesh, is to the insufficient emphasis placed on marketing strategies. The marketing strategy for agriculture, characterized by perishable yields, seasonal variations, and dispersed locations, as well as a relatively modest production scale, must be carefully tailored to these specific attributes [18]. Hence, the enhancement of rural agro-industries presents itself as the optimal solution for enhancing the efficacy of the agricultural sector. The estate sub-sector, as a prominent component of the agricultural sector, plays a crucial role in supporting the overall economy [19].

III. Methodology

This research utilizes a conceptual framework approach to conduct a complete analysis of the marketing strategies and sustainability practices in the guava industry in Barishal, Bangladesh. The study integrates the theoretical foundations of the 4Ps marketing theory and the Kaizen philosophy. The research employs the 4Ps marketing theory, often referred to as the Marketing Mix, as a fundamental framework. The theory is examined via the analysis of its four fundamental components, namely Product, Price, Place, and Promotion. Every individual piece functions as a framework through which we examine the intricate dynamics of the guava industry in Barishal. The Kaizen Theory, a philosophical approach centered on the idea of continuous improvement and gradual modifications, is integrated into our conceptual framework to serve as the foundation for sustainable practices and quality control.

This study employs a conceptual framework methodology to provide a comprehensive analysis of the guava industry in Barishal. The research focuses on two main aspects: the development of effective marketing strategies based on the 4Ps theory, and the implementation of sustainable practices and quality control principles derived from Kaizen. By

adopting this holistic approach, we will be able to provide well-informed suggestions for the long-term sustainability and competitiveness of the sector.

IV. Tourism-based Sustainable Marketing Strategy Framework

The 4Ps marketing theory, known as the Marketing Mix, is a foundational framework consisting of four unique components: Product, Price, Place, and Promotion. These aspects together contribute to the formulation of complete marketing strategies [20]. In the particular context of guava cultivation in Barishal, Bangladesh, the aspect of 'Product' requires a comprehensive approach. This includes the improvement of guava quality via careful cultivation techniques, the investigation of distinct guava cultivars to accommodate varied customer tastes, and the development of guava-derived value-added items such as snacks and drinks [21]. These efforts are in perfect alignment with the broader study purpose of analyzing marketing techniques within the guava sector. Current study focuses on the Guava market sustainability based on 4P's theory of marketing.

The 'Price' element, which is a vital aspect of the marketing mix, is intrinsically linked to the intricate practice of determining optimal prices in order to meet the needs of different market groups. This entails formulating a sophisticated pricing plan that caters to the diverse needs of both indigenous customers and visitors visiting the area [22]. The investigation of differential pricing methods, which include competitive pricing customized to the local market and premium pricing aimed at attracting visitors seeking unique experiences, has significant promise within this domain. Currently, the guava price is very less compare with the other markets. The guava is between 10-15 BD taka per kg, where different market sells for 20 to 30 BD taka per kg [20].

The distribution of guavas within the Barishal area is of utmost importance, with the 'Place' factor playing a crucial role in the marketing mix. The formulation of strategic choices about distribution channels requires careful attention to detail in order to maximize customer accessibility and convenience. This requires a careful choice of distribution channels, which should include not just traditional local markets but also the unique floating marketplaces of Bhimruli, Kuriana, and Swarupkathi. These markets are ideally located to serve both local residents and tourists [7]. This study, implemented updated place for market the



guava in local market, online presence and online sells.

The feature of 'Promotion' is a fundamental element of the marketing mix, comprising the crucial task of efficiently distributing information and persuading customers. Within the specific context of the guava sector in Barishal, the active promotion of guavas as an enticing tourist destination appears as a primary undertaking. Utilizing digital marketing techniques,

leveraging social media platforms, and establishing strategic alliances with local tourist authorities may be effective strategies for attracting attention [23]. Moreover, the use of storytelling and content marketing techniques, specifically emphasizing the cultural significance and sustainable aspects of guava growing in Barishal, has the capacity to profoundly connect with the intended audience, including both local and worldwide demographics.

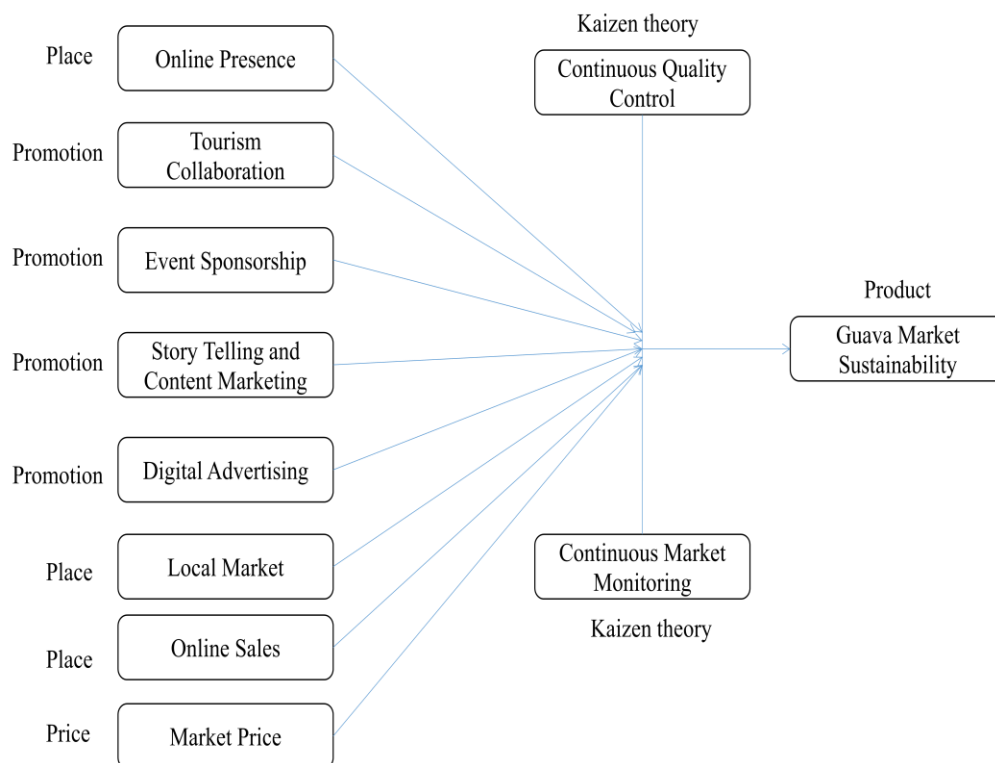


Figure 1: Sustainable Guava Marketing Strategy based on theory of 4P's and Kaizen theory.

The integration of the Kaizen Theory within the framework of the guava industry in Barishal, Bangladesh, prioritizes the consistent monitoring and unwavering commitment to quality control. The use of Kaizen concepts in the context of guava farming demonstrates a high level of proficiency in sustainable practices. This entails the establishment of a systematic process of ongoing monitoring in order to discover potential areas for improvement in environmentally sustainable agricultural practices. Regular audits and inspections play a crucial role in evaluating the ecological effect and operational efficiency of guava farming. The idea of Kaizen, which emphasizes continual development, may provide guidance for the incorporation of sustainable and ecologically responsible practices [24].

The Kaizen Theory functions as a prominent guiding principle within the realm of quality control. The cultivation of a culture of continuous quality improvement in the guava industry in Barishal may be achieved via the use of Kaizen concepts. This is the continuous process of identifying and addressing quality concerns in the manufacture of guava. Through the continuous improvement of quality control procedures and the adoption of gradual modifications, the industry can guarantee the reliable provision of guavas of superior quality that adhere to global benchmarks [25]. Consequently, this will strengthen its standing and competitive advantage in the market.

By amalgamating the 4Ps marketing theory with the Kaizen theory, the framework guarantees the implementation of proficient marketing strategies for the guava industry, while



concurrently fostering an unwavering dedication to incessant improvement in terms of product quality, sustainability, and client contentment. The implementation of this comprehensive strategy has the potential to enhance the growth and sustainability of the guava sector in Barishal, enabling it to flourish in both domestic and international markets.

V. Discussion on Market Strategy

The examination of market strategy in the guava industry in Barishal, Bangladesh, presents significant observations on the implementation of the 4Ps marketing theory and Kaizen philosophy in practice. This research elucidates the complexities of marketing tactics specifically designed to cater to the distinctive dynamics of the guava market. The prioritization of improving guava quality and expanding product marketing strategies is in line with the pragmatic demands of both local residents and tourists. Additionally, the use of a competitive pricing strategy for local customers and a premium pricing strategy for visitors presents a practical method for market segmentation [22].

The significance of convenience and sustainability is highlighted by the implementation of continuous monitoring and quality control measures, which include the use of floating marketplaces such as Bhimruli, Kuriana, and Swarupkathi. Furthermore, the proficient use of digital marketing, social media platforms, and collaborative efforts with tourist organizations exemplify the pragmatic nature of promotional techniques [21]. Storytelling and content marketing have become influential strategies for customer engagement, with a particular emphasis on cultural and environmental elements. The results of this study provide support for the relevance of the 4Ps marketing theory and Kaizen theory [24] in facilitating the development of successful market strategies specifically designed for the guava sector in Barishal.

Numerous theoretical and practical contributions are made by this study. The incorporation of the 4Ps marketing theory into the context of the guava industry not only enhances the theoretical comprehension of marketing strategies, but also provides practitioners with actionable insights. The study demonstrates the adaptability of the 4Ps theory beyond consumption products by extending its applicability to agricultural sectors in developing regions [22]. Moreover, the incorporation of Kaizen principles into sustainability practices and quality control elevates the theoretical discourse on sustainable agriculture

[24]. The study provides stakeholders in the guava industry with concrete strategies for product enhancement, pricing, distribution, and promotion. In addition, the emphasis on continuous monitoring and incremental improvements is consistent with the industry's dedication to quality and sustainability. The results are a valuable resource for academicians and industry professionals attempting to improve their understanding and implementation of marketing strategies and sustainable practices in the guava industry.

VI. Conclusion

The marketing path of Kuriana's guava serves as a notable illustration of the profound impact that innovation and flexibility can have on the agricultural sector. Through the use of contemporary marketing strategies, the village has not only enhanced the cultivation and distribution of its guava product, but has also revitalized its local economy, empowered its agricultural community, and solidified its presence in the wider market. The enduring popularity and appeal of Kuriana's guava has not only captured the admiration of individuals, but also acts as a source of motivation for rural communities everywhere who want to use their own natural resources to their fullest potential. It is essential to recognize the limitations of this research. The use of the 4Ps marketing theory and Kaizen principles in different agricultural settings may exhibit variations, despite its foundational strength. Further study might be conducted to explore the intricacies of marketing tactics and environmental practices in various agricultural sectors and geographical areas. Furthermore, the research mostly focuses on qualitative analysis and might benefit from the inclusion of quantitative validation via the use of surveys and data-driven reviews. Furthermore, the study largely centres on the guava industry in Barishal, which requires doing comparisons with other places in Bangladesh that also produce guava. Further investigation into the economic and environmental consequences of the recommended techniques should be undertaken in future study. In conclusion, the study places significant focus on the concept of sustainability. However, it is worth noting that there is opportunity for future research to explore the social and ethical aspects of guava farming in a more thorough manner. This would include adopting a holistic approach towards sustainability within the business.

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